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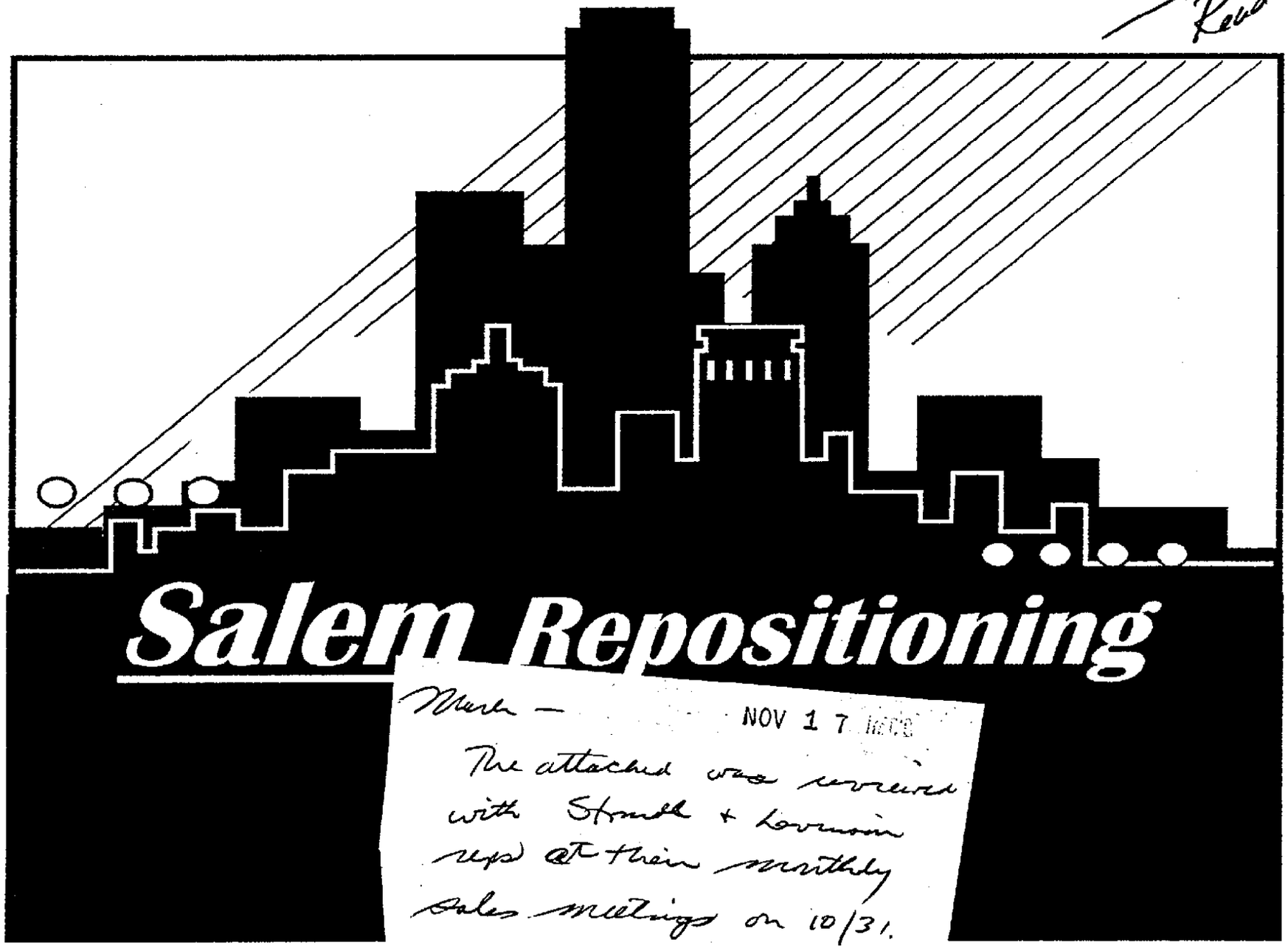
MJ Read Book

MJM

RG


Salem Repositioning

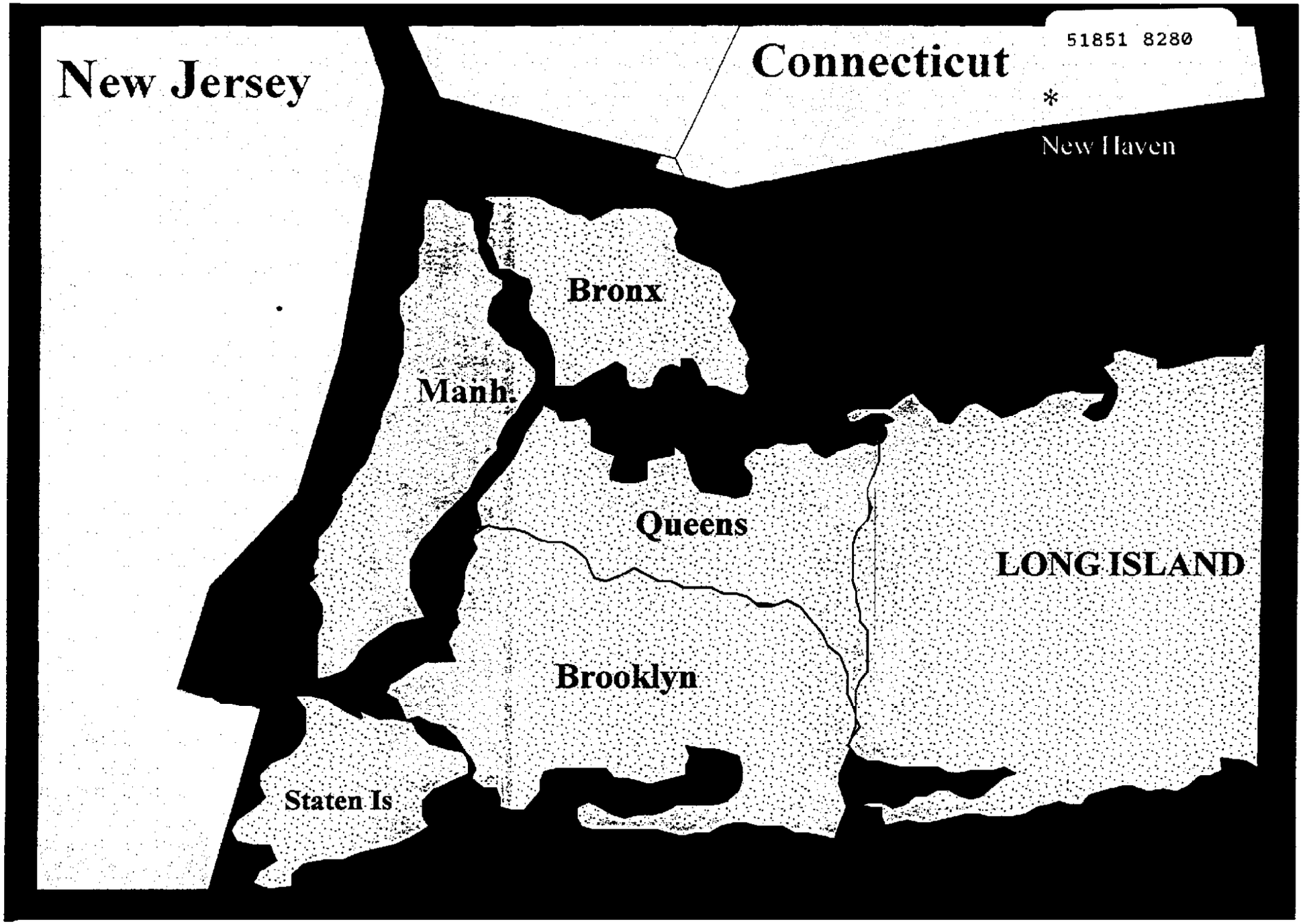
Mark —

NOV 17 [illegible]

The attached was reviewed with Strandl + Levinson reps at their monthly sales meetings on 10/31.

Bey

Source: https://www.industrydocuments.ucsf.edu/docs/rqyh0000




Source: https://www.industrydocuments.ucsf.edu/docs/rqyn0000

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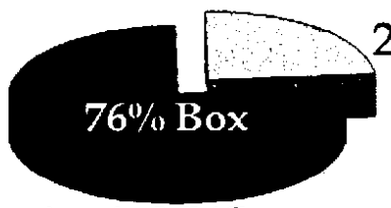
[redacted] Salem

# *Why .....*

## *Introduce a new Salem in the New York City Market?*

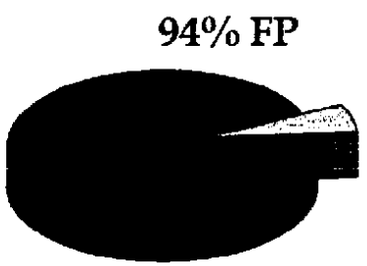
Source: https://www.industrydocuments.ucsf.edu/docs/rqyn0000

# "WHY" it makes sense to Introduce New Salem




- **Box as a % of Total Cigarettes Sold:**
  - *No current Salem Box business*
  - *4 new styles will place Salem in the preferred packaging in NYC.*

- **Savings as a % of Total Cigarettes Sold:**
  - *Full price business dominates the market*




- **The Menthol Box category is now growing in the NYC area:** +2.32% YTD.
  - *Consistent share growth on Newport (uncontrolled)*
  - *6 month growth on Kool ... (100% PV on Box in NYC)*
  - *Salem has been showing declines due to the growth of Newport / Kool promotions*

Source: https://www.industrydocuments.ucsf.edu/docs/rqyn0000

# ***SALEM PRODUCT INFORMATION***
# ***NEW YORK CITY & LONG ISLAND***

- ***FOUR NEW BOX STYLES***
  - **FULL FLAVOR SLIDE BOX KING (GOLD DISCONTINUED)**
  - **LIGHT SLIDE BOX KING**
  - **FULL FLAVOR BOX 100**
  - **LIGHT BOX 100 (REPLACES LIGHT CUSTOM CASE)**
- **ABOVE NEW BRANDS ARE:**
  - ***DIFFERENT BLEND***
  - ***DIFFERENT PACKAGE***
  - ***DIFFERENT FILTER (CORK COLOR /1-GREEN FILTER)***

Source: https://www.industrydocuments.ucsf.edu/docs/rqyn0000

# *SALEM PRODUCT INFORMATION NEW YORK CITY & LONG ISLAND*

- *ALL OTHER STYLES OF SALEM*
  - KING SOFT
  - LIGHT KING SOFT
  - FULL FLAVOR 100 SOFT
  - LIGHT 100 SOFT
  - SLIM LIGHT 100 BOX
  - ULTRA LIGHT KING
  - ULTRA LIGHT 100
- ABOVE STYLES ARE:
  - CURRENT BLEND
  - NEW PACKAGE
  - SAME FILTER

Source: https://www.industrydocuments.ucsf.edu/docs/rqyn0000

# SALEM -- NEW YORK STATE

- *OUTSIDE THE CITY OF NEW YORK AND LONG ISLAND*
  - SELL ONLY THE ORIGINAL SALEM FAMILY BRANDS
    - SALEM GOLD BOX IS STILL AVAILABLE
    - SALEM CUSTOM CASE IS STILL AVAILABLE

Source: https://www.industrydocuments.ucsf.edu/docs/rqyn0000

[redacted]

# Winston

R.J. Reynolds
Tobacco Company

Source: https://www.industrydocuments.ucsf.edu/docs/rqyn0000

*Winston - No Bull*

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# [redacted] *RJR Displays*

- **Winston** product will be loaded 50% box styles and 50% soft pack

Source: https://www.industrydocuments.ucsf.edu/docs/rqyn0000

# CONSUMER TRIAL IS THERE
# NOW WE MUST CORRECT
# "OUT OF STOCKS"

*Average Weekly Case Shipments 2nd Qtr. vs. 3rd Qtr.*

| Brand Style | % difference |
|---|---|
| 85 Soft | - 7% |
| 100 Soft | + 18% |
| Light Soft | + 6% |
| Lt.100 Soft | + 13% |
| Ultra Soft | + 50% |
| U. 100 Soft | even |
| 85 Box | + 56% |
| Light Box | +233% |
| Lt.100 Box | + 50% |
| Ultra Box | +999% |
| Ultra 100 Box | +999% |
| Total Base Winston | + 25% |
| Total Winston (inc.Select) | + 23% |

Source: https://www.industrydocuments.ucsf.edu/docs/rqyh0000

Reps - list for Sales people;

Pack racks -

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Source: https://www.industrydocuments.ucsf.edu/docs/rqyn0000